

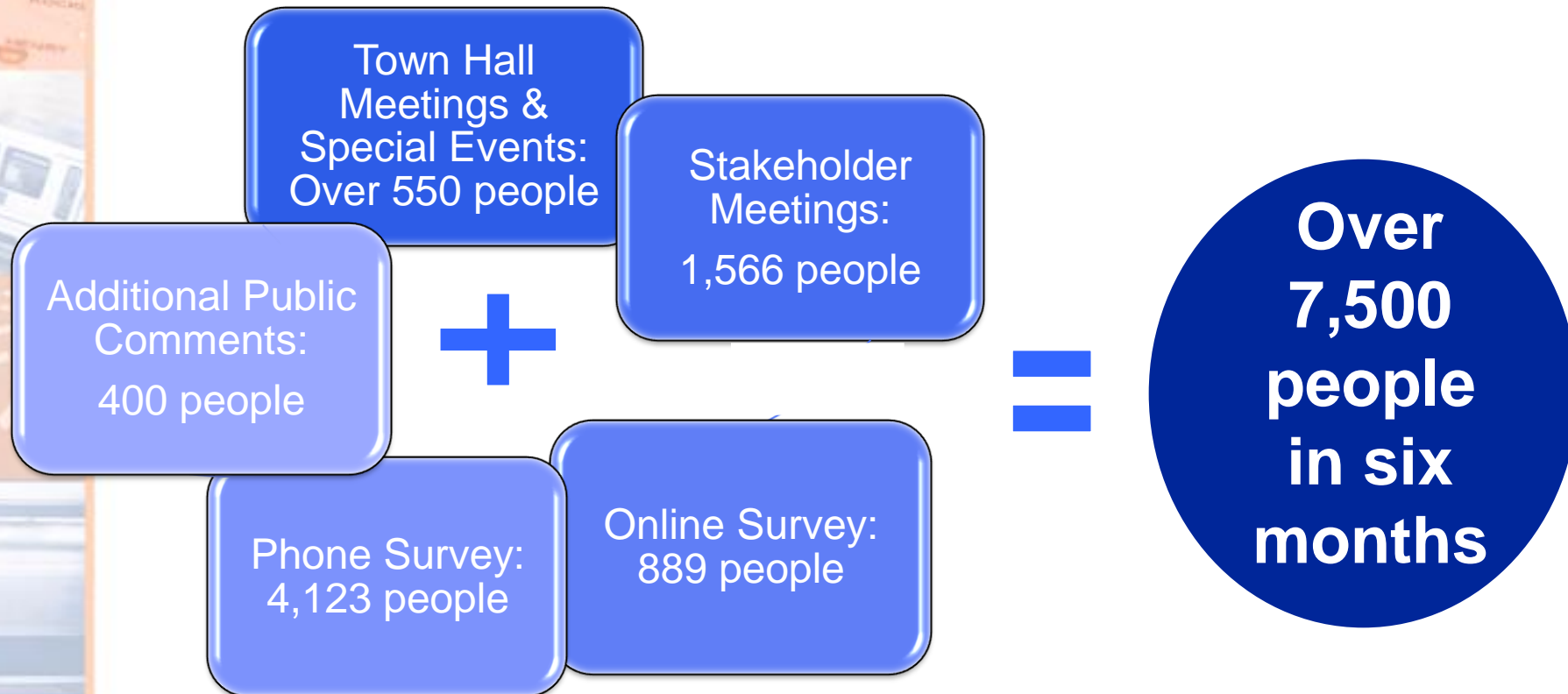
Transit Planning Board (TPB) Public Engagement Update

June 26, 2008

Attachment Item # 1 to Agenda Item # IV.2.A. (Plan & Fund)

Public Engagement Update

Staff motto: “We’ll meet with any one, any time, any place”



Public Engagement Update

Stakeholder Representation

Environmental

- Clean Air Campaign
- Georgia Conservancy
- Council for Quality Growth
- Livable Communities Coalition
- Sierra Club
- Southern Environmental Law Center
- Mothers & Others for Clean Air

Transportation

- Get Georgia Moving
- Transit Riders Union
- Atlanta Downtown Improvement District
- Citizens for Progressive Transit
- TMA Network
- County DOTs

Citizen/Community Groups

- National Federation of the Blind
- South Fulton Neighborhood Assoc.
- Concerned Transit Riders for Equal Access (CTREA)
- East Cobb Civic Association
- Atlanta Planning Advisory Board

Minority/Multicultural

- NAACP
- Cobb Latino Initiative
- Concerned Black Clergy
- 100 Black Men*
- Atlanta Business League*

As well as organizations representing the:

- Local Business Community (Chambers & CIDs)
- Religious/Faith Community
- Institutions of Higher Education
- Government
- Special Interest Groups
- Senior Citizen Community



Directly engaged over 7,500 people (over 50 groups) in 6 months. Empowered stakeholders to help us spread the word.

Public Engagement Update

Strong Support for Sales Tax Funding

- **58% of registered voters** support and **36% oppose** a ballot referendum to fund *“a specific list of transportation projects, including rail and bus service.”*
- **73% of online respondents** support and **7% oppose** a ballot referendum to fund *“a specific list of transportation projects, including rail and bus service.”*

Phone survey identified strongly support for a regional sales tax among registered voters. Online respondents as compared with the random sample were even more supportive.

Public Engagement Update

Reaction to Concept 3

82% of online survey respondents agree with the statement: “I support Concept 3.”

The Engaged Audience is highly supportive of Concept 3; Concept 3 seen as dramatically increasing the availability of transit options.

Public Engagement Update

Summary Findings

What we heard:

- Strong support for increased investment in transit.
- Increased investment in transit is perceived as part of the solution to traffic congestion.
- Most transit riders are satisfied with their experience (81%); most feedback relates to coverage issues (e.g., “Doesn’t do where I want to go”).
- Strong support specifically for Concept 3.
- Strong support for a regional transportation sales tax.



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Public Engagement Update

Next Steps

- Concept 3 (as modified) to be presented to the TPB for consideration (August 28).
- Public Involvement executive summary to included in August board mailing.
- Public Engagement continues through year-end.
- Next steps...



Public Engagement Update

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